

## **Listing Appointment “Front Talk” (the 4 minute close)**

Knock on the door, big smile, enthusiastic and go time:

**Agent Greeting:** Hey <first name>, nice to meet you I’m <agent’s first name>, if you don’t mind before you show me around, where is your kitchen table so I can set this stuff down?

**Agent Opening:** Before we get started today I want to first thank you for giving me your time and the opportunity to be your Real Estate advisor.

At the end of our time together there will be one of three things that typically occurs:

1. If I determine that we are unable to help you is it ok if I’m straight with you and let you know that?
2. You don't think we can help you or don't want our help and if that's the case, will you let me know so I don't waste any more of your time? My feelings won't be hurt, I can take it...
3. I find that we can help you, and if that is the case, we can spend the last bit of our time together talking about what that looks like, okay?

So, this is the time when most agents will do a dance for you and tell them how great they are. Instead of me talking about how great I am and what I can do for you, I’d like to take off the sales hat and talk about you? Is that ok?

**Client:** Sure

**Agent:** Just want to confirm a few things before you show me your home. When <we spoke, or you spoke with \_\_\_\_\_ my assistant> you had said that the reason you wanted to move was because \_\_\_\_\_ has anything changed since we talked or is that still the case.

**Client:** No that’s still the case, yeah we need to sell this home.

**Agent:** Unlike the average agent, I will not be filling your head with things that you want to hear, just so I can put my sign in your yard, in fact, we turn down more listings than we take. I will be telling you what you need to hear in order to make the best decision, is that ok with you?

**Client:** Well, yeah that’s what we want.

**Agent Closing:** Perfect, all that I ask, is when we are all done, and you are comfortable with our home selling system. I’m going to ask you to hire me as your real estate advisor, and in return you give me a simple yes or no.fair enough?

**Seller:** Yeah sounds good.

**Agent:** Ok great, let’s see this amazing home!

## 5 Lies

### **1. “I need to think about it.” (talk about it, pray about it)**

**Agent Rebuttal:** I can completely understand, that’s perfectly ok to what to think about it, but can you do me one favor? While I’m going through our system, can you think about any questions you may have while I’m here to answer them?

### **2. “We still have other agents we are talking to...”**

(first of all, that is not their real objection, what they are really saying is “We don’t see why we should pay you money to sell our home...that’s why you should leave.”)

**Agent Rebuttal:** I can completely understand, that’s perfectly ok to talk to other agents. But I just want to circle back to when you spoke with my (ISA/assistant)\_\_\_\_\_ you said that as long as you were comfortable with me, our home selling system and the price that you’d be ready to get the process started, so tell me...what is it specifically that would stop you from signing up with me tonight? (price)

“Hey, I understand and let me ask you this...If I can help you to realize that your home will not sell for a dollar more than what I have told you...If you felt completely satisfied that it was true...would you still want to waste your valuable time talking to another Realtor or would you just list with me tonight?” (Well, I guess if we felt comfortable, we would list with you tonight) “Great!”

### **3. “Well we’ll need to see how much you charge! or “Well that depends on what your commission is!”**

**Agent Rebuttal:** It’s perfectly ok to want to know how much our fees are but let me ask you a question...If I could show you a way that we could net you up to 18% more money which would more than cover our fees, and our program could help you accomplish all of your goals, would you be comfortable getting the home on the market today?

### **4. “We aren’t ready yet.” (timing)**

**Agent Rebuttal:** I hear that you’re not ready and that perfectly fine, because the true beauty of our program is that step #1 is to prepare your home well before listing it in the MLS so that we can position it for a high offer verse attracting lower offers. You do want attract high offers right? .....exactly, so why don’t we do the right thing and call my stager and see what her next opening is for a staging consultation.

### **5. “Well what would you price my home at?”**

**Agent Rebuttal:** “Ah the question of where to price your home, it’s perfectly ok to want to know where to price your home, but let me ask you...we use a *show you* type of pricing process verse *tell you*, and if we can come to an agreement on where your home should be positioned in today’s market, are you comfortable getting the process started now?

## **5 Must's**

1. Front Talk & Talk about Stuff on the Walls (Build Rapport & sets table for close)
2. Market Absorption Rate (Builds authority & credibility)
3. Expert Home Selling System: Buyer Acquisition & Website demo, Before & After Pics, ISA department, (Logical reason to buy)
4. Social Proof (Real Stories of clients, testimonials - emotional reasons to buy)
5. Wrap up - next step - ask for the order.

## **Other Objections...**

### **"We'll list after the holidays." aka Black Friday Objection**

**Agent Rebuttal:** "I think that's perfectly fine and tell me, how many days during November and December are you going to want all to yourself?" (About five)

**Agent:** "Five, that's great, did you know that the Board of Realtors showed that last year, more homes came on the market in spring than any other time of the year?" (No)

**Agent:** "So, I guess my question is this...if I promise to keep everyone out of your hair for those five days...would you still want to compete against potentially 6,000 homes for sale in the spring or the 2,000 homes for sale now...if you knew that nobody or nothing would disturb you at your request?"

**Agent close:** "Let's get a jump start on our competition. Why not complete the paperwork now, we'll get the staging, photo shoot and paperwork processed and we'll line up buyers. So when you are ready we'll be ahead of the others who are just getting started, does this make sense?"

## **Alternative...**

**Agent Rebuttal:** I can appreciate that Mr./Mrs. Seller. May I ask why you are waiting until then?  
[Usually, they say they don't want to be interrupted during the holiday season]

**Agent:** That's fair. Let me ask, if we could find you a buyer who was willing to pay your price and close after the holidays, would that work for you OR if we could find you a buyer who was willing to pay your price and close after the holidays and you could control when you did and didn't show your home so that the showings didn't interrupt the holiday celebrations, would that work?

### **Alternative objection: "We want to wait until the weather gets better / spring / new year."**

**Agent Rebuttal:** That's reasonable. Oddly enough Mr. and Mrs. Seller, this time of year is one of the best times of year to sell a home. Not only are there fewer homes on the market and giving you less competition against which to sell, but the buyers who are out looking / or homes are more serious because in most cases, they have to get into a home by the end of the year. Can you see how your home would actually be more attractive to potential buyers at this time of year?